



Employee Engagement & Swag Calendar

2023

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January

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March

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May

June

July

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December



Click on the section or month you want to view.

↳ Talk To Swag Expert

↳ Grab A Sample



About SwagUp

The **SwagUp** team has specialized in helping over 1,000 HR & Culture professionals on enhancing their employee engagement experience with the use of swag. Our team of experts has put together a calendar highlighting some important Diversity, Equity & Inclusion dates for each month of 2023, along with some ideas on how to boost company cultural engagement utilizing these experiences + swag. With this, we present our 2023 Employee Engagement & Swag Calendar!

How SwagUp Powers Your Employee Engagement Experiences:

- ↳ Concierge Design Services
- ↳ Dedicated Swag Experience Expert
- ↳ All In One Swag Management Platform
- ↳ Personalized Redeem Pages For Recipient Info
- ↳ Automated Shipments & Logistics Assistance
- ↳ Rippling, DadoHR, Hibob + More HR Integrations

↳ [Talk To Swag Expert](#)

↳ [Grab A Sample](#)



All powered by your dashboard

- ↳ Real time inventory updates.
- ↳ Track all your shipments in one place.
- ↳ Easily reorder your favorite swag.
- ↳ Send swag to contacts in your directory.
- ↳ Personalized landing pages to collect employee info & automate shipments.

The screenshot displays the Swagup dashboard interface. At the top, there's a navigation bar with 'Dashboard', 'Orders', 'Inventory', and 'Shipments'. Below this, the 'Dashboard' section features two main buttons: 'Start new order' and 'Send Swag'. The 'Orders' section lists two orders: 'Holiday Pack #2958' (100 units, \$2,750.00, due 09/18/21) and 'Nike Dri-FIT Perforated' (21 units, \$2,750.00, due 10/02/21). The 'Design' section shows a 'Pending Mockup' for 'Order#473475' (\$1204.00) with a 'View Design' button. The 'Shipments' section lists four shipments of 'Die Cut Stickers - 6 square inches', each for 10 units, with various statuses like 'On its way' and 'Scheduled'. The 'Upcoming events' section shows a calendar for February 2021.

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January

In Office Event

- 1 Use a theme for the year to rally around and apply the message to the Swag.
- 2 Decorate the office with posters around the company goals.
- 3 Coordinate the Swag being given out during company kick off meeting.

Remote Workforce

- 1 Make Zoom background images/laptop screensavers with yearly kick off mission.
- 2 Create Slack channels to celebrate as you get closer to hitting goals.
- 3 Send Swag in advance and have teams open Swag over Zoom together during all hands meeting.

Pack of the Month



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↳ Grab A Sample



January

Awareness

- >>> National Mentoring Month
- >>> Poverty in America Awareness Month
- >>> Slavery and Human Trafficking Awareness Month

1	S	2	M	3	T	4	W	5	T	6	F	7	S
New Year's Day						National Braille Day							
8		9		10		11		12		13		14	
15		16		17		18		19		20		21	
National Bagel Day		Martin Luther King, Jr. Day		World Religion Day						Presidential Inauguration Day			
22		23		24		25		26		27		28	
Chinese New Year										International Holocaust Remembrance Day		Mahayana New Year / Data Privacy Day	
29		30		31		1		2		3		4	
				National Hot Chocolate Day									

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February

In Office Event

- 1 Host a 'Decorate Your Tote Bag' event from Swag Pack.
- 2 Surprise teams with Swag on their desks.
- 3 Play a bingo game with Swag prizes.

Remote Workforce

- 1 Host a virtual event to make pretzels from Swag Pack.
- 2 Host a dessert-making virtual event.
- 3 Create Swag to allow employees to gift to someone else or donate.

Pack of the Month



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February

Awareness

- >>> American Heart Month
- >>> Black History Month
- >>> Human Relations Month



29	S	30	M	31	T	1	W	2	T	3	F	4	S
						National Freedom Day							
5		6		7		8		9		10		11	
Lantern Festival													
12		13		14		15		16		17		18	
Chinese New Year				Valentine's Day		Nirvana Day							
19		20		21		22		23		24		25	
		President's Day / World Day of Social Justice		Mardi Gras		Ash Wednesday							
26		27		28		1		2		3		4	

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March

In Office Event

- 1 Bring breakfast for the team and block time on calendars to enjoy it.
- 2 Have managers give out Swag to teams personally and thank them.
- 3 Pulse check with the company, make sure you are actually supporting needs.

Remote Workforce

- 1 Send everyone a giftcard for delivery service to cover lunch.
- 2 Surprise virtual teams with Swag on Employee Appreciation Day.
- 3 Host a virtual trivia game and give out Swag prizes.

Pack of the Month



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Awareness

- >>> National Women's History Month
- >>> Ethnic Equality Month
- >>> Gender Equality Month
- >>> Irish-American Heritage Month

- >>> National Multiple Sclerosis Awareness Month
- >>> Developmental Disabilities Awareness Month
- >>> Greek-American Heritage Month

March

26	S	27	M	28	T	1	W	2	T	3	F	4	S
										Employee Appreciation Day			
5		6		7		8		9		10		11	
Employee Appreciation Day		Purim				International Women's Day							
12		13		14		15		16		17		18	
						Equal Pay Day				St. Patrick's Day			
19		20		21		22		23		24		25	
Naw-Ruz						Ramadan Begins						International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade	
26		27		28		29		30		31		1	
				Holi						Equal Pay Day / International Transgender Day of Visibility			

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April

In Office Event

- 1 Host a planting event.
- 2 Get teams together for beach/park clean up.
- 3 Pulse check for more environmentally friendly office.

Remote Workforce

- 1 Use cupanion bottle as part of competition to reduce plastic water bottle use.
- 2 Create a company wide commitment for more environmentally friendly efforts.
- 3 Start a green team to help figure out ways the company be more environmentally friendly & sustainable.

Pack of the Month



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Awareness

- >>> Earth Month
- >>> Autism Awareness Month
- >>> Celebrate Diversity Month

- >>> Arab-American Heritage Month
- >>> Scottish-American Heritage Month
- >>> National Volunteer Month



26	S	27	M	28	T	29	W	30	T	31	F	1	S
2		3		4		5		6		7		8	
World Autism Awareness Day / Palm Sunday						Passover Begins				Good Friday			
9		10		11		12		13		14		15	
Easter													
16		17		18		19		20		21		22	
		Yom Hashoah								National Day of Silence / Ramadanm Ends		Earth Day / Eid al-Fitr	
23		24		25		26		27		28		29	
						Administrative Professionals Day							
30		1		2		3		4		5		6	

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May

In Office Event

- 1 Give teams a Mental Health day.
- 2 Host a Stress Reduction Seminar.
- 3 Create a Meditation Room for the month of May.

Remote Workforce

- 1 Allow remote workers to pick a day for Mental Health.
- 2 Have virtual event around sharing what they are grateful for.
- 3 Create a company wide No Zoom day.

Pack of the Month



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Awareness

- >>> ALS Awareness Month
- >>> Mental Health Month
- >>> Haitian Heritage Month
- >>> Indian Heritage Month
- >>> Older Americans Month

- >>> Global Employee Health and Fitness Month
- >>> National Asian American and South Pacific Islander Heritage Month
- >>> South Asian American Heritage Month
- >>> Jewish-American Heritage Month



May

30	S	1	M	2	T	3	W	4	T	5	F	6	S
										Cinco de Mayo			
7		8		9	Laylat al-Qadr	10		11		12		13	
14		15		16		17	International Day Against Homophobia, Transphobia and Biphobia	18		19		20	
21	World Day for Cultural Diversity for Dialogue and Development	22		23		24		25		26		27	
28		29	Memorial Day	30		31		1		2		3	

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June

In Office Event

- 1 Sign up to sponsor a local Pride parade.
- 2 Host a 'Pride Rainbow Bagel Making' event.
- 3 Host an educational panel.

Remote Workforce

- 1 Host virtual Drag Queen Bingo.
- 2 Use rewards programs to donate to charities.
- 3 Create Pride centric virtual backgrounds to highlight this month on video meetings.

Pack of the Month



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Awareness

>>> AIDS Awareness Month
>>> Pride Month

>>> National Caribbean American Heritage Month
>>> Alzheimer's and Brain Awareness Month

28	S	29	M	30	T	31	W	1	T	2	F	3	S
4		5		6		7		8		9		10	
11		12		13		14	Flag Day	15		16		17	
18		19	Juneteenth	20		21	National Indigenous Peoples Day	22		23		24	
25		26		27		28	International LGBT+ Pride Day	29	Eid al-Adha	30		1	

June

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July

In Office Event

- 1 Host a BBQ Party offsite from campus.
- 2 Set up Ice Cream Sundae Bar.
- 3 Host an Independence Day trivia event.

Remote Workforce

- 1 Create some fun virtual backgrounds.
- 2 Play Independence Day Bingo.
- 3 Plan for a Company Summer offsite.

Pack of the Month



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Awareness

>>> French-American Heritage Month



25	S	26	M	27	T	28	W	29	T	30	F	1	S
2		3		4	Independence Day	5	Independence Day (Observed)	6		7		8	
9		10		11		12		13		14		15	
16		17		18		19		20		21		22	
23		24	Pioneer Day	25		26	National Disability Independence Day	27		28		29	
30		31		1		2		3		4		5	

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July

August

In Office Event

- 1 Bring in an in-office masseuse.
- 2 Pulse check on teams PTOs, burnout and overall morale.
- 3 Block off time for a self care hour using the Swag gifts.

Remote Workforce

- 1 Create a self-care reset day.
- 2 Host a virtual yoga session with the new Swag!
- 3 Create a mindful morning session.

Pack of the Month



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August

Awareness

>>> National Civility Month



30	S	31	M	1	T	2	W	3	T	4	F	5	S
6		7		8		9	International Day of the World's Indigenous People / Hijri New Year	10		11		12	
13		14		15	National Relaxation Day	16		17		18		19	World Humanitarian Day
20		21		22		23		24		25		26	Women's Equality Day
27		28		29		30		31		1		2	

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September

In Office Event

- 1 Step outside and create an office Olympics event.
- 2 Host a team Happy Hour and capture the moments with the Polaroid.
- 3 Take time to volunteer with a charity.

Remote Workforce

- 1 Create an outdoor scavenger hunt using the Polaroid camera.
- 2 Offer giftcard to visit a local museum.
- 3 Take time to give back, join a local marathon for charity.

Pack of the Month



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September

Awareness

- >>> Hispanic Heritage Month
- >>> National Recovery Month



27	S	28	M	29	T	30	W	31	T	1	F	2	S
3		4	Labor Day	5		6		7		8		9	
10		11	Patriot Day	12		13		14		15	Rosh Hashanah Begins	16	
17		18		19		20		21	International Day of Peace	22	Autumnal Equinox	23	
24	Yom Kippur Begins	25		26		27		28		29	Sukkot Begins	30	

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October

In Office Event

- 1 Create a Halloween costume competition! Swag prizes for winners!
- 2 Host a scary movie day at the office.
- 3 Spookiest desk competition, scariest desk wins!

Remote Workforce

- 1 Host a 'Virtual Pumpkin Carving' event.
- 2 Host a virtual hackathon to fix the company's spookiest problems.
- 3 Virtual event with a magic show.

Pack of the Month



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Awareness

- >>> Breast Cancer Awareness Month
- >>> Bullying Prevention Month
- >>> LGBTQ History Month
- >>> Polish-American Heritage Month

- >>> Filipino-American Heritage Month
- >>> Italian-American Heritage Month
- >>> Domestic Violence Awareness Month

1	S	2	M	3	T	4	W	5	T	6	F	7	S
8		9	Indigenous Peoples' Day	10	World Mental Health Day	11	National Coming Out Day	12		13		14	
15	Navratri Begins	16	National Boss's Day	17		18		19		20	Sikh Holy Day	21	
22		23		24		25		26	Eid Milad ul-Nabi	27		28	
29		30		31	Halloween	1		2		3		4	



November

In Office Event

- 1 Join a Turkey Trot Run for Thanksgiving.
- 2 Host a company-wide pot luck.
- 3 Volunteer at a food pantry, soup kitchen, or run an in-office food drive.

Remote Workforce

- 1 Host a virtual 'Thankful For' session.
- 2 Play a virtual Trivia game about Thanksgiving.
- 3 Give back, encourage virtual teams to do some sort of charity work locally.

Pack of the Month



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Awareness

>>> National Native American, American Indian, and Alaskan Native Heritage Month

29	S	30	M	31	T	1	W	2	T	3	F	4	S
5		6		7		8		9		10		11	Veterans Day
12	Diwali	13		14		15		16	Dutch-American Heritage Day	17		18	
19		20	Transgender Day of Remembrance	21		22		23	Thanksgiving	24		25	
26		27		28		29		30		1		2	

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December

In Office Event

- 1 Host a secret Santa throughout the company.
- 2 Create a cocktail making event.
- 3 Create a Toy Drive for children.

Remote Workforce

- 1 Host virtual holiday party with games and prizes.
- 2 Host a virtual Ugly Sweater making party.
- 3 Create a holiday recipe cook book with all employees.

Pack of the Month

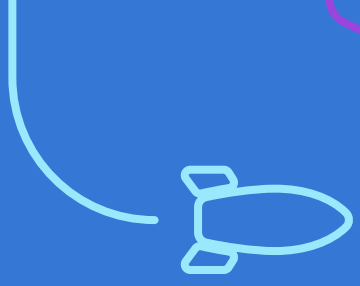


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December



Awareness

>>> Universal Human Rights Month

26	S	27	M	28	T	29	W	30	T	1	F	2	S
										World AIDS Day			
3		4		5		6		7		8		9	
International Day for People with Disabilities								Hanukkah Begins					
10		11		12		13		14		15		16	
International Human Rights Day													
17		18		19		20		21		22		23	
								Winter Solstice					
24		25		26		27		28		29		30	
Christmas Eve / (Christmas Day - Observed)		Christmas Day		Kwanzaa Begins									
31		1		2		3		4		5		6	
New Year's Eve													

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Bonus Swag

Birthday Pack



Employee Anniversary Pack



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Bonus Swag

Promotion/Milestone Pack



Kid Pack



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Bonus Swag

Baby Pack



Pet Pack



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